

REP HEADLINE# 6397747 TRF# 500300:
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$
REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
***CHANGES** OCT31/12 19.52
*** WFSB-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE:	:END DATE:	:SPTS/WK:	WEEK INVT	DAYS	:TOTL: SPTS:
OCT/12			\$2,000.00	NOV/12	11200.00							
CONTRACT TOTAL											13200.00	
TOTAL SPOTS											9	

MARKET TOTALS \$66,000 WFSB 20% WTNH 58% WVIT 14% WTIC 6% WCTX 0% WCCT 0% WHPX 0%
CABL 2%

ACCURATE SHARES GFSB IS LISTED AS CABLE

SVC- NSI BOOKS- SEP/12
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

Contract / Revision 500300 /		Alt Order # 06397747
Product CT FUTURE PAC		
Contract Dates 10/26/12 - 11/02/12		Estimate # 2253
Advertiser CT Future PAC		Original Date / Revision 11/01/12 / 11/01/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 140	Product Code 145
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	10/29/12	10/30/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$1,200.00			
2	WFSB	10/29/12	10/30/12	M-F CBS Soaps	1230-2p		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$850.00			
3	WFSB	10/29/12	10/30/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$850.00			
4	WFSB	10/29/12	10/30/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$600.00			
N 5	WFSB	10/29/12	10/30/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$3,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/29/12-11/04/12	Eyewitness News	6pm - 6:30pm	MTU-----	:30		\$3,000.00	NM		
	See MG 5.2											
	2	WFSB	11/02/12-11/02/12	Eyewitness News	6pm - 6:30pm	-----F----	:30		\$3,000.00	NM		
	Ⓜ MG for 5.1 10/30											
6	WFSB	10/29/12	10/30/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$1,950.00			
7	WFSB	10/29/12	10/30/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$1,950.00			
8	WFSB	10/29/12	10/30/12	9am-10am	9am - 10am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$800.00			
9	WFSB	10/28/12	10/28/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$2,000.00			
Totals											9	\$13,200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u>	<u>Alt Order #</u>
500300 /	06397747

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/26/12 - 11/02/12	CT FUTURE PAC	2253

<u>Advertiser</u>	<u>Original Date / Revision</u>
CT Future PAC	11/01/12 / 11/01/12

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>
10/01/12 - 10/28/12	1	\$2,000.00	\$1,700.00
10/29/12 - 11/02/12	8	\$11,200.00	\$9,520.00
Totals	9	\$13,200.00	\$11,220.00

Signature: _____ **Date:** _____

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